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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXI. NEW YORK, JUNE 27, 1900. No. 13.

KEEPING FIRST



IN THE
ESTIMATION
OF
ADVERTISERS
AND
READERS IS
WHAT

THE PHILADELPHIA RECORD

HAS BEEN DOING FOR MANY YEARS.

Advertisers can also KEEP FIRST by using the paper which has the largest circulation in Philadelphia and Pennsylvania.

Circulation for the first five months in 1900


193,005 DAILY. SUNDAY, 152,946

Keep the advertising ball in play—always.

A TRAVELING AD

IS YOUR CARD

IN KISSAM'S KARS



It goes the farthest of any kind of publicity. It travels into the purses of probable purchasers of your products, and prudently patronized will prove profitable to you.

It's Working All the Time

Both night and day
It's on its way,
Hither and thither,
It makes itself pay.

There's no doubt about It

**GEORGE KISSAM & COMPANY,
253 Broadway, New York.**

Written by G. W. Bull, Denver, Colo.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXI.

NEW YORK, JUNE 27, 1900.

No. 13.

A CATARRH RESPIRATOR.
AN INTERESTING STORY OF HOW IT
IS MAKING ITS WAY BY THE AID
OF ADVERTISING.

Riding down town on the Sixth Avenue Elevated cars, New York, the representative of PRINTERS' INK was attracted, a few weeks ago, by a sign upon the Harvard Building, at the southwest corner of Forty-second street and Sixth avenue. The sign reads:

by means of it. And do you know that that sign more than pays our rent? Thousands of people see it every day on this busy corner of two brisk thoroughfares, and between the elevated and surface cars our business is continually in the public eye, and we make at least three or four customers daily directly."

"What are the Cure and the Respirator?"
"The former is a formula for

EUCA-TAR CATARRH CURE AND GARDNER'S NASAL RESPIRATOR

CURES WHILE YOU WORK, READ OR SLEEP.

Nature's Remedy and Nature's Method of Treatment for CATARRH, ASTHMA, HAY FEVER, BRONCHITIS, COLDS, SORE THROAT, and INCIPIENT CONSUMPTION.

SMITH-GARDNER CO.,
Harvard Building, cor. 42d Street and Sixth Avenue, New York.

"WILL IT CURE?" That is the question. Let us first reason together. The Respirator is scientifically correct, works perfectly, and will last for years. It is endorsed by the leading specialists, and used in the best hospitals. Its use insures quantity (the secret of cure), and complete separation between pure medicated air and disease-laden exhalations. It distributes our healing nature-remedy in a dry vaporized form to every part of the nose, throat and lungs. Eucatar is a liquid germicide—antiseptic, soothing, and healing. It gives immediate relief, and will effect a permanent cure. "The best I have ever seen"—the universal opinion of medical men. **"WILL IT CURE?"** We answer YES, or your money refunded. Try it and be convinced. Our 16-page circular free to any address. For sale by all druggists, or by mail, postpaid. Price of Respirator as bottle of Eucatar, \$1.50. Address

"Eucatar Catarrh Cure and Gardner's Nasal Respirator." Calling at the office to which it directed, he introduced himself to Mr. E. E. Gardner, the manager of the company, to whom he is indebted for the following sparkling if desultory interview.

"Mr. Gardner, your sign attracted me."

"We chose our location because it affords us the privilege of advertising our name to the public

the remedy of catarrh and similar troubles. It is very volatile. Its application was what led me to the invention of my Respirator. I worked upon an original theory. I found all the old methods had one common fault—too much burdensome process. I reasoned that to cure the average busy American, he must be taken as an impatient, busy fellow, who will not stay by any tedious process long enough to accomplish his

cure. Gardner's Nasal Respirator, therefore, was devised to meet the demand for treatment that would not interfere with his occupations. And therein lies the key to its success. As our catchphrase states—"Cures while you work, eat or sleep." In short, our whole story is told in three words, convenience, quantity, cure."

"What is the story of your advertising?"

"I blew in from the West about two years ago, with the idea of my Respirator on paper, and it took me a year to develop it, test it and get my patents in the United States and foreign countries. Meantime I filled a position as cashier and credit man for a downtown silk house. This fact will partly explain my delay in getting started. All my holidays, evenings and other spare time went in on these preliminary steps. My device once perfected, I had a number made and distributed them among the leading specialists and special hospitals of this city and nearby places, for the purposes of testing; the result of this test being highly satisfactory. I at once took offices and offered my remedy to the public.

"Our first advertisement was a half page in *Munsey's Magazine*, placed by ourselves. This has proven to be a good investment, as it still continues to bring returns. It was intended primarily as an aid to getting our goods into the drug stores, and for this reason the direct returns have not been so large as they otherwise would have been. However, the returns, direct and indirect, have been quite satisfactory to date, and we have continued to use the same medium with smaller space. As it appears to us, the attractive feature of our advertisements is the illustration of our Respirator, the cuts being self-explanatory. It strikes the reader as something 'new, under the sun.' We wish to keep from pyrotechnics and sensation. The words 'marvelous' and 'wonderful,' and all others of the class, have no place in our advertising vocabulary. Simple Saxon best describes our appli-

ance, which is scientifically correct, and our medicine, which is honestly effective."

"What classes of publications have you adopted?"

"Our experience has told us that the high-class media are best adapted for presenting our remedy to the public. This conclusion is based upon the showing of our books. From advertisements placed in *Munsey's Magazine*, the *Cosmopolitan*, and others of that class, we have received cash orders from sixty to seventy-five per cent of the total number of inquiries. This showing argues not only the value of such media for a high-class article, but has something to say as to the merit of our remedy. We have used the daily papers, such as the *New York Journal*, *Boston Globe*, and others, but regard them as useful to us chiefly as an aid to getting our goods accepted by the druggists. The magazine has a double value, namely, general publicity and direct returns. We have also employed the mail-order papers successfully, such as *Lane's List*, *Boyce's List* and others. In these papers all our ads are keyed, so that we are enabled to credit mail returns."

"Keying in the usual way?"

"Yes. But we have a great advantage in the fact that our location does not require us to adopt a false address, or anything which might be detrimental, for this building has four numbers on the avenue side and three on the street side, besides having a name; then too we can mention merely the corner, besides mentioning the street first and the avenue afterwards—or either of them alone. In fact, the address gives us endless combinations. Of course you recognize how desirable this is for the conscientious advertiser."

"Is your local trade as large as your mail-order trade?"

"Our business has divided itself into three departments—drug store (through the jobbers), mail order and office. Each department has held its own pretty well, though we look to the drug trade for our principal business in future. We must admit that our

work to date is of a preliminary nature."

"The volume of your business must be very much larger in winter than in summer?"

"Our summer advertising will be light on account of the effect of mild weather. Our advertising activity begins with the coming of bad weather. Catarrh and similar troubles lie dormant during summer. That would be the best season for eradicating them, but we do not feel strong enough to make the public see through that fact, and act upon it.

"In our supplementary literature we have striven to keep out of the ruts. We think our booklet superior. It does not have the usual ear-marks, but we think it a scholarly treatise, yet not so dry that it will not be read. You will notice too that no testimonials are incorporated. This booklet was prepared by ourselves. As for testimonials, we do not publish them in circular form, but prefer to print them on separate slips—one to a slip. We send only a few at a time, and believe that thus they will be ten times as effective. Besides these all we have is a little folder in which we appeal for a list of afflicted friends. This folder has done good service. Add to these embossed window cards and lithographs for drug stores, and you have all that we do in advertising."

"Does personal recommendation aid you to any extent?"

"It has become one of the greatest factors in our local trade. Every Respirator we have sent out has become an agent for us, and

our business to date has been largely upon the endless chainplan. To cite a single instance. One of our instruments found its way into a large commercial building near Wall street. As a result of that sale eighteen others have been sent to that building."

"Does personal recommendation seem to help you in your mail-order trade also?"

"Not so strikingly as this as yet. We have already had orders from all sections of the country, however, and are penetrating into the most out-of-the-way spots. As for Mexico and Canada, they are good markets. And Ireland too has favored us with a few orders. Not bad I should think for a \$1.50 article."

J. W. SCHWARTZ.

YARDS OF TYPE TALK.

How's 255,000,000 words for a record?

Thos. E. Jenkins has been talking to the Baltimore public through the advertising columns of the newspapers for 31 years. During those years he has presented about 97,000 columns of display advertising and about 5,000 columns of reading matter. That means about 2,500 words to the column. When Mr. Jenkins began writing advertising not more than three stores in the city were employing men to write their advertisements for them, and Mr. Jenkins is now the only man in Baltimore who was then writing advertisements who is in the business to-day. He's writing just as vigorously to-day as he ever did, though he confines his efforts solely to the work of the Western Maryland Railroad.—*Baltimore (Md.) World*.

IN RAILROAD ADVERTISING.

Much may be said in favor of advertising an expensive booklet at a sum sufficient to cover its cost, on the principle that a thing which has to be paid for is valued far more than that which is got for nothing.—*Profitable Advertising*.

At this office, 10 Spruce St., New York, The Geo. P. Rowell Advertising Agency keeps on file the leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward Advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

CRITIC AND ADVERTISING AGENT.

The matter printed below is submitted by Mr. Seth Brown, an advertising writer of Cleveland, Ohio. PRINTERS' INK publishes it because it is interesting in itself, also because it illustrates the impression some of Mr. Bates' methods have made on others in the "craft":

On page 27, May 16th number of PRINTERS' INK, Charles Austin Bates says that a policy recommended by Mr. Edgar A. Gove, of Providence, R. I., and myself, was "mostly nonsense." In a word the recommendations were to spend a part of an advertising appropriation in testing different plans before investing the entire amount, watching results and being guided by the experience thus obtained. Which is right is a question every advertiser with experience is fully able to judge. Bates does not offer any evidence on the point. He talks about circulation, lays bare some knowledge about mechanical engineering, and winds up by the assumption that if the advertising man understands his business he can tell in advance what will pay.

Before seriously considering the criticism and the soundness of Bates' argument (?) it is well to inquire who Bates is? How he comes to know so much, and why he doesn't believe in small experimental investments.

He is an advertising agency, writer, illustrator, counselor and critic. According to his methods of doing business he takes a lump sum of money—the larger the better—loads it into his advertising gun and shoots it off. He wants big investments. So long as he is using the other fellow's money he believes in big things. He gets pay for a large volume of business done in a short time. If he wins, all right. If he loses, the advertiser is never heard of—is generally paralyzed. In both cases Bates gets pay for a big chunk of business. Of course he doesn't believe in experimenting.

While I am on this subject I have something more to say about Bates. It is considered unwise to follow the advice of an attorney with personal interests in the case at issue. He may be ever so honest, but the fact that he is himself an interested party totally unfits him for the position of counselor. No honorable judge will hear a case in which he has a personal interest. Mr. Bates gets lots of free advertising by posing as a "critic," when in fact his criticising is not free from self interest. I admit that he can write good advertising, that he has in his employ some experienced adwriters, that he has put out considerable good advertising, but this posing as a critic to steer flies into his molasses is too thin. The experienced advertiser understands it.

Some years ago Bates published a book of about 500 pages called "Good Advertising." It had lots of good things in it. Little that was truly original, but on the whole it was worth reading. It

was, however, from cover to cover, an ad for Bates, shaded a little here and there, but as a whole it was intended to bring grist to his mill and he charged \$5.00 for the book!

He has been publishing a paper called *Bates Criticisms*. It contains examples of his advertising, articles by Bates that lead the reader to believe that he needs an expert, and that Bates is the expert he needs. He gets the government to carry this advertising paper of his for one cent a pound. It is his own advertisement in substance and in fact, and he charges \$2.00 a year for it. Gets paid to advertise himself because he is an advertising critic.

Another. For \$2.00 he will roast any advertiser in a personal letter. Point out why his advertising is no good, and—by implication—show him how well he would be off if he put his advertising in Bates' hands. Two dollars for this advice!

Bates put together in a small volume a lot of good advertising ideas and called it "Short Talks on Advertising." It doesn't seem to try and land you into the Bates Advertising Agency, it is unsubsidized. It is worth the price, 25 cents.

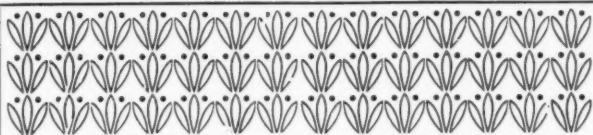
The fault with Bates is his methods of advertising his own business. If he would stop "criticising," advertise and pay for his own announcements, what he said would have a better flavor. The "method" in his criticism is pronounced, although the inexperienced may not at first recognize it.

This criticising business is played out, Mr. Bates. Come out in the open, put up the price, buy some space and advertise your business the way you advise other people to do, and stop hiding behind criticisms to decoy ducks within range of your advertising shot gun.

STEREOTYPED ADVERTISING PHRASES.



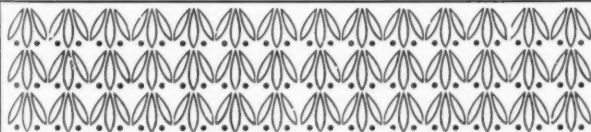
A FINE COLOR COMBINATION.



The Evening Wisconsin.

MILWAUKEE, WIS.

"The publication which is most valuable to the publicity advertiser is the one whose readers subscribe for it because they want it and are willing to pay the *full subscription price* for it. There are plenty of such publications for the advertiser to use through which he can cover all of his best possible customers."—*Advertising Experience, May, 1900.*



AN UNPARALLELED ADVANCE

The Evening Telegraph

Philadelphia, Pa.

During the first five months of the year 1899 THE EVENING TELEGRAPH, as a high-class three-cent paper, averaged 15.75 columns of advertising per day.

During the first five months of the year 1900 THE EVENING TELEGRAPH, the same high-class paper, unaltered in any particular save in the fact that the price was reduced to one cent, averaged 32.15 columns of advertising per day.

THE REASON IS OBVIOUS,

Average daily circulation in 1899, 25,000 copies;
present average daily circulation, 86,168 copies.

Send for tabulated statement of circulation,
rate card, etc.

THE EVENING TELEGRAPH,

CHARLES E. WARBURTON,
FOUNDER.

BARCLAY H. WARBURTON,
PRESIDENT.

PHILADELPHIA, PA.

REFLECTIONS.

By Hollis Corbin.

Don't "let well enough alone." That old proverb is out of date. With modern facilities any good business can be made better.

Pick your pet scheme to pieces if you can. The reason so many schemes do not pan out well is because after a man invents a scheme that ought to be worth a fortune he generally isn't willing to look for any flaws in it.

You probably cannot make any advertising mistake which has not, in a degree, been made before. Therefore, to take counsel with an advertising specialist is to guard against mistakes, inasmuch as the advertising specialist is likely to be familiar with a great many more kinds of advertising mistakes than you are.

When the little advertiser imitates the big advertiser, with no definite reason for so doing except that the big advertiser is a good example on general principles, the little advertiser is likely to be on the wrong track. The fat man might be taking anti-fat but the living skeleton would not become the fat man's physical equal by following the same course.

Of course you shouldn't have "too many irons in the fire," but don't let that old saw worry you. You are expected to use your own judgment in order to determine how many might be too many. You might save a great deal of time (and "time is money") by having several irons in the fire until you determine to which one you can most advantageously devote your whole time.

Try your desperate experiments on a small scale. Advertising blunders might usually be quite inexpensive if all advertising innovations were judiciously weighed and fathomed.

After you get the royal road to wealth all mapped out you should map out a few more royal roads, for future reference, as you may find obstacles in road No. 1 that do not appear on the map.

The normal human being was constituted to ask "Why?" Every advertisement should gratify this want.

"We find that advertising in THE SATURDAY EVENING POST has more than paid for itself, and next to THE LADIES' HOME JOURNAL was our best investment."

Very respectfully,

THE BONDY MANUFACTURING COMPANY, *Brushes—*

"We find that the results from a 35-line advertisement in your publication bring more inquiries than a half-page advertisement in some of the leading magazines."

Yours truly,

S. C. JOHNSON

Hardwood Floors—

"Regarding the paying qualities of my advertisement in THE SATURDAY EVENING POST, I am very well pleased indeed with it, as in this respect it is second only to THE LADIES' HOME JOURNAL."

Yours respectfully,

FRANK C. ALLEN

Architect—

"We are so thoroughly satisfied with the results of our past advertising in your publication, that we have returned to it again for benefits that we are confident will follow."

Very truly yours,

LIBBY, MCNEILL & LIBBY

"The returns are very satisfactory to us; in fact, the Post on my last estimate stood third best of any magazine on our list."

Yours truly,

THE FRED MACEY COMPANY
Per Fred Macey

Furniture—

INTRODUCING A NEW ARTICLE.

In the first place the advertiser must decide whether he will sell his goods by mail to consumers, through dealers only or both by mail and through dealers. If he is to sell by mail exclusively then he will be most successful if he uses a certain class of national mediums, which are known to be eminently successful in bringing mail-order results. If he is to sell through dealers and can sell also by mail where no dealer is accessible, he can still use these national mediums profitably, but will find it also profitable, and in some cases quite necessary, to use local mediums, such as newspapers, signboards, billboards, street cars, store signs, etc. In cases where goods cannot be sold by mail, and in which they cannot conveniently reach the consumer, except through the dealer, national advertising in magazines, ladies' papers, etc., would seem to be unwise, until the goods are distributed more or less widely among dealers over the country. Otherwise a large part of this national circulation would be wasted. Even with this waste, however, it is wise, in many instances, for such an advertiser to use national mediums to some extent simply for prestige, and to get his goods before the attention of dealers in order that they may be familiar with them before the advertiser's salesman calls. However, in such cases, that is, where goods can only reach the consumer through the dealer, the advertiser will find that the mediums he must depend upon mostly are local mediums, chief among which stand daily and weekly newspapers, signboards, billboards, etc.

The new advertiser will find that the above methods have been followed as a rule by the most successful advertisers in the various classes referred to. Most of the long-established products were introduced by the slow process of covering a small territory at a time, and gradually spreading the introduction over the country. But methods that were suitable for times past may not be as suitable for present times. Competition at

the present time is so much fiercer than it was when these older products were introduced that some more rapid method of introduction may be necessary. Such a plan would probably include a combination from the first of both local and national mediums.

Such products as Royal Baking Powder, Quaker Oats, Sapolio, Pearline and many others well known, were introduced by the slower and surer methods. In introducing Quaker Oats, for instance, one town after another was thoroughly cultivated by signboards, billboards, newspapers and sampling, until nearly every store in this town was selling Quaker Oats. Another town was then taken up and cultivated in the same way, and so on until one State after another was covered. When a large portion of the country was covered, national mediums were taken up.

Shredded Wheat Biscuit is another example, a newer one, of the slow method of introduction, but the method adopted with this product differs somewhat from that of Quaker Oats. This was introduced from town to town by demonstrators and lecturers. The Ralston Foods have been introduced on the same plan. These have, at the present time, so thoroughly covered the country that they are beginning to be advertised very extensively in general mediums.

Whatever may be decided upon as the best method for the introduction of the new product, it is generally acknowledged that when the product is fairly well introduced the use of general mediums of national circulation, as well as daily newspapers, is almost necessary in order to support the sales of the product in the stores. If Royal Baking Powder, for instance, should discontinue its advertising for one year no single dealer might notice the reduction in sales but the company would. In the meantime competitors would have encroached upon the Royal Baking Powder trade, and so fortified themselves as to offer a sterner competition. If the Royal advertising were discontinued for two years this company

would seriously endanger its prestige, and might find it absolutely impossible to ever regain it, no matter how much advertising it might then do. Almost any established product might be taken as a similar example. This all points to the fact that general advertising is absolutely necessary, not only for the introduction of a product, but also for its maintenance in the field.—*Advertising Experience.*

A CLEVELAND, OHIO, STREET RAILWAY PARK.

The pleasure travel over the Cleveland, Berea, Elyria & Oberlin Ry. has increased to such an extent and the possibilities of development in this direction are so manifest, that the company has established a special "outing department," under the charge of Mr. J. W. Butler, with the title of excursion manager. The duty of this department is to devise ways and means for encouraging pleasure riding, and it also has charge of a new park recently purchased by the company on the Berea and Linndale branch, about seven miles west of Cleveland. These beautiful grounds include thirty acres of forest shade, with numerous springs and flowing streams of pure mineral water, romantic glens and dells, and to enhance the natural attractions, an elaborate pavilion and ballroom have been erected, athletic and camping grounds have been established, swings and other amusements provided. The resort is called Puritas Springs. Mr. Butler informs us the main advertising will be accomplished through the general press, which he considers the best means of reaching the public. Supplementing this, descriptive circulars and special letters will be mailed at frequent intervals to superintendents of Sunday schools, societies, and fraternities, calling attention to the advantages and attractions of the park at Puritas Springs for outings and excursions of all kinds, particularly for children and ladies. The excursion manager gives his personal attention to these parties and sees that everything possible is done for their enjoyment and convenience. Another of this company's methods for gaining publicity is by the distribution on the cars, and broadcast through the city, of small cards $1\frac{1}{4} \times 1\frac{1}{2}$ inches, printed on white paper, in green ink, with a half-inch strip down the center, describing the principal attractions at the resort.—*Street Railway Review.*

THE FORCE OF HABIT.

The Filipino soldier fell upon his knees. "Oh, señor!" he cried, "have you no mercy?" Private Smith of the Pennsylvania volunteers, who had been a drug clerk at home, looked down upon him coldly. "No," he replied from sheer force of habit, "but I have something just as good." Thereupon he gave it to him.—*Philadelphia Press.*

THE CARTER CASE.

Brent Good, president of the Carter Medicine Company, received a telegram from his lawyers in Chicago, Messrs. Lowden, Estabrook & Davis, informing him that a final injunction, with costs, had been granted against the Chicago Label and Box Company. This company makes a specialty of manufacturing labels, boxes, etc., for druggists. The Carter company has been following them through the courts for two years on the complaint that the label company was making simulations of the labels of Carter's Little Liver Pills. They have now obtained a final injunction, with costs, and the costs are very large, as the case has been submitted to a Master in Chancery for a final accounting. The Carter Medicine Company has been the first and only one to prosecute printers or engravers who have prepared such labels and wrappers. It marks a new departure in infringement cases, and their victory is one of great importance to the whole "proprietary trade," and also of interest to retail druggists.—*New York Press.*

OR HE MIGHT HAVE REFRAINED.

When Julius Caesar remarked that Mrs. Ceasar must be above suspicion, he probably did not imagine that he was furnishing a useful figure of speech to distant generations of advertisers.—*National Advertiser.*

A BUSINESS needs advertising quite as much as plants need air and sunshine.—*Philadelphia Record.*

The bona fide circulation of

The Indianapolis Press

for the first five months of 1900, to May 31, was 3,913,947, or an average daily issue of

30,107

No premium or inducement of any sort has been made to subscribers, other than the merit of the paper.

HOLLIDAY & RICHARDS,
PUBLISHERS.

NOTES.

THE Milwaukee (Wis.) *Journal* prints occasionally excellent articles on advertising.

THE Springfield Publishing Company, of Springfield, Ohio issues a dainty booklet of testimonials from issues of the *Daily Press* and *Daily Republican Times*.

THE Standard Engraving Company, of Philadelphia, issues a dainty booklet called "Some Modern Ideas in Old Time Clothes," in which it devotes a page to each branch of its business, such as illustrating, commercial designing, menu and society designing, newspaper half-tones, photography from life, still life, newspaper ads, printing.

THE advertisements on the cars, omnibuses and tickets of the London county council tramways brought in nearly \$40,000 during 1890. Of that the council netted about \$20,000, the balance going in commission. For the future an arrangement has been made to pay the advertising agent only twenty per cent commission.—*Union City (Ind.) Eagle*, June 14.

IN PRINTERS' INK of June 13th an interesting article upon Psychological Experiments in Advertising by George B. Van Cleve was not made up in the forms correctly, and its continuity was interrupted. The subject is an interesting one, and a number of advertising men have wished to obtain a copy of the article in its original form. Proofs of the original article can be obtained by sending to Mr. Geo. B. Van Cleve, Tribune Building, New York.

THE *Saturday Evening Post*, of Philadelphia, publishes a booklet called "Men Who Have Made the *Saturday Evening Post*," from which one may learn that, in addition to those who are at present contributing to its columns, it had on its staff in former days Poe, Bayard Taylor, Mrs. Wood, Mrs. Sigourney, G. P. R. James, James Parton, N. P. Willis, Harriet Beecher Stowe and others of equal reputation.

THE curious fact is brought to light by the *Cycle Trader* that postmen and postal officials in Great Britain have come to be one of the disturbing factors in the trade. In addition to performing their regular duties, they have been gradually embarking in other lines of trade by acting as manufacturers' agents for the sale of many articles. The wide circle of acquaintances they make lends great facility to these transactions.—*Bicycle World*.

A CORRESPONDENT writes: The Glasgow Woollen Mills Company of New York, London and Boston is placing large advertising posters in conspicuous store windows, advertising its \$15 suits and overcoats, offering as an inducement to the storekeeper to permit its being placed there, a due bill good for from \$3 to \$5 on a suit or an overcoat, each due bill being good on but one purchase at a time. It is giving the concern wide publicity and bringing a large amount of cash from a new class of purchasers who are thus induced to give them a new trial.

WILLIAM J. MORTON, manager of the

New York office of the Springfield (Mass.) *Republic* and the Spokane (Wash.) *Spokesman-Review*, sends advertisers a bill-case with the following letter: I inclose you herewith a money saver. Probably you are looking for something to put money in. In case you are, give it a trial. Think you will find something in it unless it is opened too frequently. On the case itself is the following: Do you sell goods in Washington, Oregon, Idaho or British Columbia? If so by using the *Spokesman-Review*, of Spokane, Washington, you will help to keep this full.

JORDAN, MARSH & Co., of Boston, recently appealed to the susceptibilities of Harvard students in the interests of trade with that institution by establishing a "Harvard week" at their big store. To the undergraduates were given a souvenir which was termed by the Harvardites a "red hot novelty," consisting of a fake cane umbrella. The firm sent out over 1,000 letters addressed to members of the two lower classes, calling their attention to the fact that if they would bring the letter to the department, they would be given one of these fake canes. The idea of "Harvard week" was still further carried out in mural decorations of crimson hue and various Harvard emblems, with goods displayed calculated to appeal to Harvard students and Harvard graduates. Everything about the display was distinctively college in tone and pre-eminently Harvard in design.

A NEW French law has just been enacted to protect the patent and trademark rights of foreign exhibitors during the present exposition. The regular French law allows no exhibition of an invention on French territory prior to the application for the patent. The new law allows exhibition at the exposition, and gives the inventor three months after the close of the exposition to apply for his French patent. Under the old law, the importation into France of a patented article, without permission of the French government, would vitiate the patent. By the new law all exhibits at the exposition are allowed to come in without danger to existing patents. Other concessions are made, and trade-marks are especially provided for. American exhibitors will incur less danger of having their trade-marks infringed in France than in this country, because the French law is exceedingly severe. Catalogues and other printed matter will doubtless be lavishly distributed by American exhibitors, the efforts of the United States commission in securing the exemption from the customs duties of all printed advertising matter is particularly gratifying. The rate—\$22 per 100 pounds—was prohibitive and would have seriously detracted from the benefits expected by American exhibitors.—*American Machinist*.

THE promise made in an advertisement should be kept to the letter. One may be deceived by many different advertisers, but it is rare that he suffers himself to be deceived more than once by the same advertiser.—*Newspaper Maker*, New York City.

AT PARIS.

A simple and striking exhibit will be sent to Paris to represent the coal, pig-iron and petroleum industries of the United States. They will convey the best possible idea to the Parisians of the enormous output of each of these commodities in this country. The exhibit will consist of a monster chart made in water colors and presenting the famous Eiffel tower in comparative heights with the amounts of coal, petroleum and iron produced in the United States. A mighty shaft of coal will be sketched on the chart, and alongside of it will be placed the tower of which Frenchmen are so proud. The pillar of coal will be about six times as high and about three times as wide as the Eiffel tower, showing that the 5,560,000,000 cubic feet of coal that was produced here in 1899 would look like if piled up next to the monument. The figures representing the comparative size of the aggregate of pig-iron manufactured here last year and the Eiffel tower will show the latter about one-half as large as the monument of iron. A monster barrel, which just towers above the French tower, shows the size of a receptacle that would have to be constructed in order to contain the output of petroleum in this country last year. In the production of all three of these commodities the United States leads all other countries, with the exception of petroleum, of which Russia yields about an equal amount. Small pillars of coal and pig-iron represent the output of our nearest competitors. This plan of having graphic illustrations of American progress shown is one that is to be a feature of several sections of the exhibits from this country.—*American Exporter.*

DRASTIC LAW AGAINST INDECENCY.

A Sydney (N. S. W.) correspondent of the New York *Commercial* notes that the Victorian Legislature passed the "Indecent Advertisements Act," otherwise named "The Crimes Act, 1900," in February. Its provisions are far-reaching, and the penalties heavy. It behooves firms in the United States who put up patent and proprietary medicines and pills to note that no picture, advertisement or any printed or written matter in the nature of an advertisement . . . which refers or relates to certain diseases will be allowed as a label or wrapper advertisement. Any pharmacist selling a bottle of stuff or box of pills with a label or wrapper bearing any of the prohibited words is liable to a fine of \$50 for the first offense and \$250 for a second offense. The pharmacists wish this information made known in America. Similar acts are in force in New Zealand and South Australia, and convictions have already been obtained in New Zealand for the sale of pills with an obscured inner wrapper held to be indecent.—*National Advertiser.*

To have the best goods is what the business man owes himself, to keep the people posted on his excellent stock is what he owes to his patrons.—*East Aurora (N. Y.) Advertiser.*

SAMPLE COPIES USED FOR WRAPPING PAPER.

Mr. Sam E. Whitmire writes this from Floyd Springs, Ga.: The great bundles of sample copies of publications that claim enormous circulations, sent to country postmasters for circulation among the patrons of their offices, are in most instances, used for wrapping paper. In rural districts the postmaster, as a rule, conducts a general store in connection with the postoffice. The publishers write nice letters asking that the sample copies be given out, but the postmaster sees where he can economize on his wrapping paper, so he lets the people carry the sample copies away in fragments, around bars of soap, boxes of starch, etc. The postmaster at Everett Springs, Ga., says the *Saturday Blade*, of Chicago, has supplied his wrapping paper for years, while the postmaster at Rosedale, Ga., asserts that he always wraps goods sold in his store in pages of *Comfort*, of Augusta, Me. The *Family Story Paper* is a familiar wrapper seen on bundles in agricultural districts and copies of the papers of the *Sawyer Trio* are very plentiful about every small postoffice. These papers are not sent out in bundles to the postmaster, but come to names that are from ten to twenty years old, consequently they are not called for and the postmaster has them left on his hands. The postmaster at Curryville, Ga., is puzzled to know where the *Sawyer Trio* get the names from that they mail to every few months. In April the Waterville, Me., concern sent to his office a bundle of twenty-seven papers addressed to men who either died, or left the community ten to twenty years ago.

As a general thing the paper that hides its quantity under a bushel and flaunts the flag of quality in your face is not a safe paper for an advertiser to fool with.—*Profitable Advertising.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISEMENTS for the EVENING POST, Charleston, S. C.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C.—THE EVENING POST.

WANTED—Good newspaper cuts for grocery and meat ads. Will buy one or 500. Send proofs to C. JOHNSTONE, Drawer 1, Hartford, Ct.

WILL trade fully equipped printing plant, linotype, cylinders, dynamo, etc., clear \$15,000, for unencumbered real estate. C. A. GIBBS, 1061 S. Broad St., Trenton, N. J.

I AM open for situation as advertiser. Thoroughly experienced in department store and general advertising. Write for particulars and evidence of ability. "ESPRIT," Printers' Ink.

I WANT to be Chicago correspondent for daily or weekly. Will furnish news queer incidents, jokes, feature articles or anything desired. R. W. SPANGLER, 829 Calumet Ave., Chicago.

COUNTY SEAT and trade papers reaching readers of smaller towns and country districts, send sample copy and want ad rates. PIONEER PUBLISHING CO., Box 414, Honolulu, H. I.

FINE chance for right man to start Republican weekly in thriving Indiana manufacturing town. Would be liberally patronized. CASS CONAWAY, Sec. Marion Club, Indianapolis, Ind.

FERNALD'S NEWSPAPER MEN'S EXCHANGE. Springfield, Mass., is doing good work for reliable newspaper men seeking congenial positions, and for publishers endeavoring to obtain competent employees in all departments. *Profitable Advertising, July, 1899.*

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers. 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York. This price includes **PRINTERS' INK** for one year.

MAILING MACHINES.

THE BEST, a labeler, '96 pat., is only \$12. **REV. ALEX. DICK**, 43 Ferguson Ave., Buffalo, N. Y.

STOCK CUTS.

HALF TONES for calendars. Sample sheet for stamp. **THE STANDARD ENGRAVING CO** OF NEW YORK, 61 Ann St.

HALF-TONES.

PERFECT copper half-tones, 1 col., \$1; larger, 10c per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. **BURR MANUFACTURING CO.**, 614 Park Row Bldg., N. Y.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? **THE MEN OF LETTERS ASS'N**, 595 Broadway, N. Y.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the **AMERICAN NEWSPAPER DIRECTORY**, issued June 1, 1900. Price, five dollars. Sent free on receipt of price. **GEO. P. ROWELL & CO.**, 10 Spruce St., New York.

NEWSPAPER METALS.

FOR longest runs, as well as for shortest, use Blatchford stereotype, linotype, monotype and electrolyte metals.

"Have run as high as 150,000 copies from one set of [Blatchford] plates and the last papers of the edition appeared as clear and well printed as those first printed."—*Milwaukee Journal*.

"I remember running nearly 60,000 impressions off one set of [Blatchford] plates, and the last sheet was practically as sharp as the first."—*B. S. Hoag, Foreman Salt Lake Tribune*.
E. W. BLATCHFORD & CO., Clinton and Fulton Sts., Chicago.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. ill'd list price catalogue free. **S. F. MYERS CO.**, 48-50-52 Maiden Lane, N. Y.

PREMIUMS—If you are using or going to use guitars, mandolins, banjos, violins or any goods of a musical nature, send for our catalogue and prices. We can give you some valuable suggestions and save you money. **A. O. & E. C. HOWE**, Manufacturers and Jobbers, 904 May State Bldg., Chicago, Ill.

NEWSPAPER BARGAINS.

ONE of the greatest opportunities in New England States—a weekly and job plant—practical monopoly—profit \$2,500 a year. Must be sold quick. About \$5,000 cash required. The first newspaper man who sees the property and appreciates business situations will own it.

Dailies and weeklies in 38 States. Send for my special list. Any reliable properties for sale, "David" knows about them. What do you want?

Wanted—by clients—reliable daily and weekly properties in the East and West.

C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

ADVERTISING NOVELTIES.

A D-PAPER WALLETS. Write to **CHICAGO ENVELOPE CLASE CO.**, Niles, Mich.

STICKERS and labels that advertise. **HAED RICH & SONS**, 115 Sands St., Brooklyn.

TRICYCLE wagons for merchants, \$40; lettered to suit. **ROADSTER SHOES**, Camden, N. J.

HIGH-GRADE advertising caps and liveries for employees of business houses. Write for our free illustrated booklet. **THE PETTIBONE BROS. MFG. CO.**, Cincinnati, Ohio.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

SUPPLIES.

THIS paper is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Inc., 13 Spruce St., New York. Special prices to cash buyers.

Did it ever strike you that it is much easier to sell goods that are of constant demand than to advocate others? Thus our reason in pushing the American Type Founders Company's type. Its beauty and harmony of design, exact proportions, regularity of sizes, artistic finish and superior quality all go to constitute the "best there is." Our shelves are teeming with a complete assortment of the American Type Founders Company's type. It is your pleasure to command and our purpose to fill all orders entrusted to our care in a prompt, careful and efficient manner. Mr. Printer, your wants can be supplied by **CONNER, FENDLER & CO.**, 56 Beekman St., N. Y.

BOOKS.

"FAKER AND SUCKER", 12c. 40 pp on mail order schemes. **PURITAN BOOK CO.**, Buffalo.

ADVERTISING schemes are not all bad. We've got a book of over 100 that are all good—\$25 to \$500 on each. Price \$1. **E. R. GARDNER**, Atlantic, Iowa.

A POSTAL CARD will get our wine cookery book and price list. If you like good things to eat and drink send for it. **C. F. SWEZEY**, with Brotherhood Wine Co., New York City.

LAWS pertaining to use and misuse of the mails, lotteries, assumed names for advertising purposes and a vast amount of other important information for advertisers is contained in "Secrets of the Mail Order Trade," cloth bound, postpaid \$1. **SAWYER PUB. CO.**, Temple Court Bldg., New York City.

FOR SALE.

STONEMETZ perfecting press and stereotyping machinery, 8,000 per hour, four or eight pp, cheap, \$800. **ENTERPRISE**, Brockton, Mass.

PRINTING office—good chance for party wishing to engage in business. Good reason for selling. Apply to 413-415 Broad St., Newark, N. J.

JOB PRINTING ESTABLISHMENT for sale. A business conducted for 20 years in the city of Newark, N. J. Prominent location. Will be sold cheap to a quick customer. Address **JOHN S. GIBSON**, 832 Broad St., Newark, N. J.

FOR SALE—The Elizabeth, N. J., *Freie Presse*, established 1871, the only German paper published in Union County. Also a well equipped job printing office, five presses, boiler, etc., etc. Apply to **FRIE PRESSE PRINTING ASSOCIATION**, Elizabeth, N. J.

NOW for sale. One cylinder press, job press, proof press, paper cutter, wood and metal type, office furniture and fixtures, such tools and implements as are incidental to printing offices. For full particulars inquire of **WM. V. DOLPH**, Montour Falls, New York.

EVERY issue of **PRINTERS' INK** is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in **PRINTERS' INK**. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address **PRINTERS' INK**, 10 Spruce St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.
SUPERIOR engravings: promptness; lowest prices. ART ENGRAVING CO., Washington, D. C.

ADVERTISING MEDIA.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

SUBSCRIPTION premiums wanted. FARM AND TRADE, Nashville, Tenn.

THE best advertising medium in Charleston, S. C., is THE EVENING POST.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official Journal for all city advertising of Charleston, S. C., is THE EVENING POST.

KEEP your eye on FARM AND TRADE, Nashville, Tenn. It's growing. Only 10c. a line now.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 9c. line. Circ'n 4,500. Close 24th. Sample free.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.

A WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

THE Southern farmer boy swears by FARM AND TRADE, Nashville, Tenn., the only paper in the world published in his interest. 10c. per agate line.

TO reach the prosperous farmers of the South try FARM AND TRADE, Nashville, Tenn.; 10c. per agate line. Forms close 25th of month preceding date of issue.

THE only farmer boys' paper in the world is FARM AND TRADE, Nashville, Tenn. If you want to reach that class the best and only medium is FARM AND TRADE. Rates 10c. per line.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,653 circulation among wealthy ranchers; growing rapidly; 8c. agate line—no medicine ads.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$50; 500 inches, \$80; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. S. ROWELL ADVERTISING AGENCY, 10 Spruce St., New York.

DER HEROLD DES GLAUBENS, of St. Louis, Mo., a Catholic weekly, founded in 1850, proves a circulation exceeding 30,000 copies weekly. Rate, 70 cents per inch on 3 or more insertions. Discounts, 10 per cent on 104 inches; 15 per cent on 350 inches; 20 per cent on 520 inches—a lower rate than is offered by any other religious paper in the United States on guaranteed circulation. Write home office or OTTO KOENIG, Eastern Agent, 737 Park Row Building, N. Y.

ADDRESSES.

WEalth is not made by the newspaper advertiser. Use Carter's Classified Addresses. Only because in the world furnishing names not to be found in directories. Have you a remedy for cancer, catarrh, deafness, dyspepsia, kidney troubles, nervous troubles, rheumatism, skin diseases, etc.? Do you want agents to sell your goods from house to house? We have America's population classified according to afflictions, occupation or condition. Can address your envelopes or wrappers. Capacity 100,000 daily by expert copyists. Prepared to furnish any class of names, envelopes or wrappers, plain or printed, address the latter and attend to mailing if desired. State specifically what you have to sell, how you want to sell it. We will reply by return mail with full information that will make your business a success.

FRANK R. CARTER, 12 EAST 42D ST., N. Y.

BUSINESS OPPORTUNITIES.

MONTHLY household magazine offered, account illness. Good foundation, attractive field. \$10,000 required. Give references. E. F. HARRIS, 150 Nassau St., New York.

NOT for sale. We always know of a number of choice publishing properties which, while not "for sale" in such a sense that they can be sold, can nevertheless be bought, and sometimes very cheaply.

At the moment there occurs to us one metropolitan daily which has always made money and can be made to pay say 20 per cent on what it can be bought for. A control can be had for about \$500,000. Another old weekly making about \$50,000 can be had for \$400,000 and can be made to clean up \$100,000. Many smaller properties are available in the same way.

Moral: If you contemplate investing in publishing property, let us know in a general way what you seek. It costs nothing and may be very advantageous to you.

EMERSON P. HARRIS,
150 NASSAU ST., N. Y.

ADVERTISEMENT CONSTRUCTORS.

EDITH R. GERRY, 111 Nassau St. Ads. Book-lets. Pictures.

SMALL ADS made strong. GEORGE H. HAYWOOD, 9 Amity, New London, Conn.

ASK Stanley about his store paper service. G. H. STANLEY, 52 Irving St., Boston.

ADS 81 each, booklets \$1 a page. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

JED SCARBORO, writer of good ads, circulars, booklets, etc., 20 Morton St., Brooklyn, N. Y.

SNYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

6 ADS, any size, 50 cents. Send me a little data, size your space and 50c. Your money back if they don't suit. GREENE THE ADMAN, Oil City, Pa.

\$1.50 PER month, one ad per week. If they don't suit, don't pay. Sample, 5c. Write me. GREENE THE ADMAN, First Nat'l Bank Bldg., Oil City, Pa.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

TWO VALUABLE BOOKLETS.
"FROM CREDIT TO CASH."

How to make the change so your customers will not object to it.

"STORE RULES."

Compiled from rules in use in stores all over the country. Will improve the management of any store.

Either sent prepaid to any address for fifty cents.

Ask us about our syndicate cuts for retail ads at 16 cents each.

THE CHARLES AUSTIN BATES SYNDICATE,
Vanderbilt Building,
New York.

Pan-American

BUFFALO, N. Y., MAY 10



Everybody will visit Buffalo next year
 the best and most convenient way—the car.
 We control the exclusive advertising privilege
 in Buffalo, Tonawanda, Lockport and Tonawanda, and
 tracts now.

Geo. Kissam & Co., 378 M

TELEPHONE, EN

an Exposition

MAY TO NOVEMBER, 1901.

The hand of the artist has labored without restraint in arranging the grounds and grouping the buildings for the great Pan-American Exposition, to be held at Buffalo in 1901. The plan has been completed after protracted and painstaking study of the grounds and their surroundings, and with a keen appreciation of all the requirements of an Exposition upon the scale of magnificence here contemplated. The completed work will be a masterpiece, in which the designer of buildings and the landscape architect will alike share the honors. American architectural genius has indeed here produced glorious results. If one were to see only the exterior of this splendid Exposition he will find himself abundantly repaid for his visit to Buffalo in the Pan-American year.

next year and go to the Exposition by the
-the cars of the International Traction Co.
sing privileges on all lines, Buffalo, Niagara
a, and wise advertisers are making con-

378 Main St., Buffalo, N. Y.

NE, ENCA 1810.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.
LONDON AGENT, F. W. SEARS, 50-52 LUDGATE HILL, E. C.

NEW YORK, JUNE 27, 1900.

THE Wichita (Kans.) *Eagle* in its issue of June 10th uses matter from **PRINTERS' INK** without credit.

THE mystery with which advertising was formerly enshrouded is rapidly being dispelled under the influence of common sense.

Practical Advertising, a **PRINTERS' INK** baby issued monthly at 704-5 Austell Building, Atlanta, Ga., at one dollar a year, is a bright little publication. Journals devoted to advertising appear to be increasing in the South.

Drops of Ink, formerly known as *Wolfe Londoner's Cyclone Cellar*, is a **PRINTERS' INK** baby published monthly at fifty cents a year by W. E. Pabor & Sons, 1623 Curtis street, Denver, Col. It is devoted to "the editors, publishers and printers of Colorado and the Rocky Mountain region."

THE advertising value inherent in caps and liveries is brought to mind by a booklet issued by the Pettibone Bros. Mfg. Co. of Cincinnati, which illustrates the various styles. The prices for caps range from 85 cents to \$1.15, and the lettering may be made to cost from 7 to 60 cents per letter, according to the size and material desired. It is probable that those which cost most at the beginning will be found cheapest in the end.

How much one spends in keeping one's self or one's wares before the public is not half as important as the channels wherein one spends it.

THE Rochester (N.Y.) *Herald* makes known what it considers a strong point in the excellence of its field thus:

Rochester is a morning paper town. Advertisers reach more people by using the two morning papers than through any other combination of two papers in Rochester. Why? Because there is absolutely no duplication of circulation between the morning issues, while there is a very large duplication in any combination of one morning and one evening paper. The local merchants realize this, and use the morning papers more than they do the evening papers; when they use both they take more space in the morning. The morning papers of Rochester cover a territory of from forty to fifty miles around Rochester (which cannot be so well covered by the evening papers, because of lack of train service), reaching the large towns where they have large weeklies, but no daily papers. A number of leading foreign advertisers, who ask for replies, and key their ads, have used the *Herald* continuously for years, and are still using it.

THE Chicago *Chronicle* issues an interesting booklet, called "Five Record-Breaking Years," in which it says:

The paid circulation of the *Daily Chronicle*, starting at 25,279 daily for the first day of sales, was increased by canvassing and advertising in seven months (December, 1895) to 61,275 copies, and that of the *Sunday Chronicle*, starting on its first paid issue at 26,188 copies, was increased in the same period to 102,457 copies. The sales respectively of the two issues have since then been sometimes below and sometimes above those figures. They have never for long been far below those figures, and most of the time they have been considerably above them. The largest sale of a single issue of the *Chronicle* daily edition was 106,222 copies, and of the *Sunday Chronicle* 138,525 copies. Here, again, the *Chronicle* has broken over and over the record as regards the circulation of newspapers of the same age in the United States. The annals of American journalism may be searched in vain for a parallel to this achievement.

In spite of the alleged increase in its circulation, the *Chronicle* has never furnished the American Newspaper Directory with a statement of circulation. Even the sentences quoted above lack the detail which would make them convincing. Perhaps it is the necessity for such detail that has made the *Chronicle* publishers fight shy of the Directory editors.

THE FIFTH SUGAR BOWL.

Office of "COLLIER'S WEEKLY."
NEW YORK, June 14, 1900.

Editor of PRINTERS' INK:

In your list of weeklies considered eligible for the Fifth Sugar Bowl, I note that you estimate our circulation at 75,000.

The present net paid circulation of *Collier's Weekly*—that is, circulation exclusive of free, exchange, sample, advertisers' and return copies, including in fact only those for which we receive cash, is 225,000 copies.

I note also that you state our rate to be 85 cents. As a matter of fact our rate is \$1.00 per line, less discounts of 5, 10 and 15 per cent for 250, 500 and 1,000 lines used within one year.

I am sending you herewith announcement of our Fourth of July and Convention Number, and beg to call your attention to the amount of business published by *Collier's Weekly* during the month—April 14th to May 12th, also to our guarantee of circulation.

Yours truly, CONDE NAST.

Office of "THE SATURDAY GLOBE."
UTICA, N. Y., June 14, 1900.

Editor of PRINTERS' INK:

On page 27 of your issue of June 13th the *Saturday Globe* is rated at 75,000 circulation. As we furnish a sworn statement to all who may be interested enough to ask for it, we consider your rating unfair. On June 7th we sent N. W. Ayer & Son, of Philadelphia, a sworn statement of the weekly circulation of the *Saturday Globe* for the past eight months, which showed 107,507. Very respectfully,

W. T. BAKER, Publisher.

PRINTERS' INK takes the circulation figures of the publications deemed eligible to win the Fifth Sugar Bowl, offered to the weekly giving advertisers the best value in proportion to the price charged from the American Newspaper Directory. Both *Collier's Weekly* and the *Utica Globe* have failed to furnish such figures to the Directory, and their outputs are estimated as exceeding 75,000 each. The 85c. rate credited to *Collier's Weekly* is its lowest rate—the remainder after all discounts have been deducted.

Office of "LINCOLN FREIE PRESSE."
LINCOLN, Neb., June 15, 1900.

Editor of PRINTERS' INK:

In looking over the list of papers, published in your issue of June 13, having, in the judgment of Mr. T. F. Kennedy, a chance to secure the Fifth Sugar Bowl, it appears that, if the circulation figures and rates are given correctly, we are, upon the face of them, entitled to the Sugar Bowl for the *Lincoln Freie Presse*.

The advertising rate of the *Lincoln Freie Presse* is one-fifth of a cent per line for every thousand circulation.

This is a lower rate per thousand than charged by any other papers on Mr. Kennedy's list. It is our lowest as well as our highest rate, subject only to a discount of three per cent when cash accompanies the order. Our rates for 1900 are based upon an average circulation of 100,000 copies each issue, and we charge twenty cents per line agate measure each insertion.

The report of the Advertisers' Guarantee Co for February, 1900, shows that each of more than 94,600 persons had paid his subscription for the current year in advance, at the full rate of eighty-five cents per year. None of these subscriptions were received at special short-time rate.

Our rate for 1899 was sixteen cents per line, and our average circulation for that year, ending with October, was 88,169, according to page 607 of the March, 1900, edition of the American Newspaper Directory. It must be admitted that in quality the *Lincoln Freie Presse* is not only equal, but superior, as an advertising medium, to many of the publications contained in Mr. Kennedy's list—firstly, because its subscription is invariably paid in advance; secondly, it reaches a well-to-do class of people, mostly farmers and merchants in small towns; thirdly, because its circulation is confined to the country and small towns, where the readers are of necessity compelled to look to newspaper advertisements for information, because of the absence of large stores, expositions, etc.

We believe we are justified in claiming that fully ninety per cent of our readers are either owners of real estate or are in business for themselves.

We believe further that our claims are fully substantiated by the results obtained from advertisers, as you will see from letters herewith inclosed.

Very truly,

THE PRESSE PUBLISHING CO.

Whether a publication printed in a foreign language and going entirely to farmers can give the general advertiser the best value in proportion to the price charged, will have to be determined when the Fifth Sugar Bowl is awarded. —[EDITOR PRINTERS' INK.]

Office of
"THE WESTERN NEW-YORKER,"
WARSAW, N. Y., June 15, 1900.

Editor of PRINTERS' INK:

Is the Fifth Sugar Bowl reserved for weeklies of large circulation, or have county seat rural papers a chance? The *Western New-Yorker's* average circulation for 1899 was 2,314. The lowest net rate was eight cents an inch. Reduced to agate lines it would be .0057 per agate line. On a basis of 100,000 circulation this would be 24.64 cents per agate line. The rate is too low and will have to go up. Yours, etc.,

ROBERT A. WOOD.

The contest for the Fifth Sugar Bowl is not to be confined to any particular class of weekly papers.

All who believe they have a chance are invited to indicate the basis for such belief. It is offered to that weekly which gives advertisers the best value in proportion to the price charged.

PRINTERS' INK has never been accused of laying too much stress on quality of circulation. Yet it recognizes, as all sensible persons must, that quality is of great importance in determining the relative advertising value of various publications in a competition like the present. It may also not be out of place to put out here that a large circulation gives a publication a certain standing and enables it to improve itself to an extent out of the capacities of the one of smaller output. The fact that many people read the paper of large circulation causes many other people to read it, and thus the truth of the man who has been giving more secures another demonstration. The *Western New Yorker*, therefore, while an excellent publication, could hardly hope to compete with the giants in its field.—[EDITOR PRINTERS' INK.

Mr. Cyrus Curtis, proprietor of the Philadelphia *Saturday Evening Post*, writes concerning the circulation accorded that paper in connection with the award of The Fifth PRINTERS' INK Sugar Bowl :

The circulation of the *Saturday Evening Post* is now 233,000 copies weekly. Has been nearly 250,000 and so advertised in PRINTERS' INK. We have never failed to give you exact and truthful figures whenever asked. Why does the Directory estimate 75,000 ?

CYRUS CURTIS.

It seems advisable to repeat that the Sugar Bowl awards have all been based upon the circulation ratings accorded in the American Newspaper Directory. In the issue of that justly celebrated work for June, 1900, the *Saturday Evening Post* has an "A" rating, which is the highest ever accorded to any publication that has not sent in a signed statement of actual issues covering the period of a full year preceding the date of the statement. No such statement has come from the *Saturday Evening Post* since 1894, when the publisher (not Mr. Curtis) asserted that no

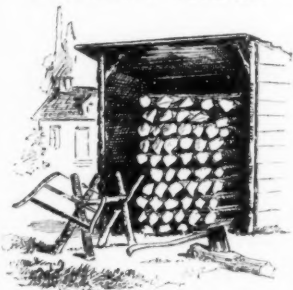
issue for a year had been less than 25,000 copies. The rating of the paper for some years has been as follows :

In 1894 no issue less than 25,000 copies.
In 1895 "C" or exceeding 20,000 copies.
In 1896 "G" or exceeding 4,000 copies.
In 1897 "H" or exceeding 2,250 copies.
In 1898 "B" or exceeding 40,000 copies.
In 1899 "B" or exceeding 40,000 copies.
In 1900 "A" or exceeding 75,000 copies.

The *Post* is now perhaps the most conspicuous weekly in America. It is probably destined to be still better known. It is a fact, however, that a circulation statement extending over a full year for a paper with a constantly growing issue necessarily shows a much smaller average edition for the year than the actual output at the time the statement is prepared. This fact frequently decides the publisher to withhold his statement altogether. Such action compels the editor of the Directory to assign a "letter rating" instead of one in actual figures : all of which is much to be regretted. The editor of the Directory takes occasion to print in the most conspicuous manner possible on the first page of every issue of his book these words :

Those who consult this Directory for newspaper circulations should bear in mind that it does not purport to give the actual issue of the paper for the day the book is referred to, but the estimate of the Directory editor of the average issue of the paper in question for a whole year preceding by some months the date of publication of the book.

ILLUSTRATED WANT AD.



YOUNG MAN WILLING TO WORK FOR HIS BOARD CAN FIND AN EXCELLENT OPPORTUNITY BY APPLYING ON THE PREMISES AT 213 MAIN STREET.

A PHYSICIAN WHO ADVERTISES.

AN INTERVIEW WITH DR. COFFEE, OF DES MOINES, WHO ADVERTISES TREATMENT FOR CATARACTS AND SIMILAR DISEASES.

As a reader of PRINTERS' INK, I have been interested in the dis-



W. O. COFFEE, M. D.

cussion in its pages in regard to a doctor advertising. We have in Des Moines a doctor who does advertise, and so I thought the readers of PRINTERS' INK would be interested in what he has to say on the question. A look into Dr. Coffee's reception room would be enough to convince any one that the doctor knew what he was about when he advertises.

"What do you think of the ethics of the medical profession prohibiting a physician from advertising?" I asked.

He replied: "I don't see why a physician who is a specialist should not let the people know he is a specialist and in what line. He owes it to the community to let them know. When I was practicing in Louisville there was a man in the same building with me who made a specialty of lung diseases. He was better prepared to treat lung trouble than any one else in that community, but he did

not believe in advertising. There was a gentleman in the same building, or the one next to it, taken down with lung trouble. He tried his family physician and two or three others, but they could not help him and sent him to Arizona. After he had spent all his money without benefit he came home to die. He came to me. I asked him why he did not go to this doctor who made a specialty of lung trouble. He said although he knew the doctor personally he did not know of his specialty. He was so far gone that the specialist could not save him, so he died, when, if the specialist had been consulted before, he could have saved him. Any one who sells his skill has a right to let the people know of the fact. I came to Des Moines a stranger about a year ago. I have a special treatment for cataract. If I had not advertised I probably would not have had enough practice to keep me busy for one hour each day. I have patients in New York, California and Washington. By doing a large business I can afford to treat the poor free of charge. I run on the same business principles as a large store or retail establishment. More doctors should subscribe for PRINTERS' INK. I take ten medical journals and if I had to give up them or PRINTERS' INK I would let them go.

"There is not a day that people do not thank me for putting an advertisement in their paper so they can know where to come to be cured. I believe in a man who has a good thing letting the people know of it, but he should positively be able to carry out every agreement and to make good anything said in the advertisement.

"First I tried to cover Iowa, then the surrounding States—Minnesota, the Dakotas, Nebraska, Missouri, etc. I cover a small field thoroughly and then increase it. A little advertisement is not worth so much in proportion as a big advertisement. I use all the papers in Des Moines, and Des Moines has better advertising facilities than any other city of its size. The *Daily News* is one of the best advertising mediums in the world for the price. No man

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 2 line initial letter. Must be handed in one week in advance.

CONNECTICUT.

ADVERTISERS in THE DAY, New London, guaranteed monthly average circulation. No other Eastern Connecticut paper makes a practice of publishing its circulation figures.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it, 25,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

EVERY advertiser should read the story of the wonderful growth of CONKEY'S HOME JOURNAL. Mailed on request. No other publication ever developed so rapidly. 150,000 circulation among the best homes in the smaller towns. Rate 60 cents per agate line. Few publications please advertisers so well. W. B. CONKEY CO., Chicago.

MAINE.

WE don't know Chas. Austin Bates personally, but bet a cookie he'll say The Rockland (Me.) COURIER GAZETTE is a sound paper. Why? It's 35 years old, tells its circulation in Rowell's, has a flat rate, makes money every year. Earmarks that an expert like Mr. Bates reads intelligently.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. F. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators. PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to-day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 25,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WANTED.—Case of bad health that R.I.P.A.N.S. will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

MUSICAL INSTRUMENT Premium CATALOG



Every one interested in Premiums ought to get this catalog. It is compiled from a practical standpoint. All the descriptive matter is already written. Cuts of the goods are loaned free to responsible firms. With the aid of a scissors you can get out most attractive offers in 10 minutes. Write to-day for the catalog.

Lyon & Healy

2 ADAMS STREET, CHICAGO, ILL.



If
You're
in the
Dark

as to how
to prepare
your ad-
vertise-

ments, circulars, booklets and catalogues, write to me for information—I can assist you. The light of years of experience has made the entire subject perfectly clear to me.

The advantage of dealing with me is that I attend to the whole business. I write, illustrate, print, bind and deliver a job complete. I relieve you of all trouble. One order, one check, does the business. Write me and let me know what you want.

WM. JOHNSTON,

Manager Printers' Ink Press,

10 SPRUCE ST., NEW YORK

The Parisian

The Only Publication in America which makes a permanent feature of exploiting and illustrating everything pertaining to

THE PARIS EXPOSITION

UNDER THE AUSPICES OF
THE PARIS EXPOSITION COMMISSION

On all news-stands. Price 15 cents. Published at 853 Carnegie Hall, New York.

The Evening Journal

of Jersey City, N. J.

Goes into over thirteen thousand families in Jersey City and is a guest in over eighty per cent of the English speaking households in the city.

Average daily circulation in 1899, **14,486**

Average daily circulation for three months ending March 31, 1900, **15,140**

The San Jose Herald

"**T**HE SAN JOSE HERALD is peculiar. It is unique. It does not permit the advertisers to run it nor the subscribers to dictate to it. The Editor and Manager runs the paper to suit himself. He writes just what he pleases and publishes it, taking all chances of being arrested for libel. If he lies about the circulation and it can be proven, he will give \$500 in Gold Coin to the party who will furnish the evidence. Advertising and subscription books are on the counter ready for examination and the proprietor of the HERALD will pay the expenses of competent experts to examine the books, the experts to be chosen by the advertisers, provided the subscription list is not found to be more than is claimed in any statement given from this office. THE HERALD is quoted more by the press of the Pacific Coast than any ten papers published in California. We will forfeit \$50 in Gold if this statement can not be proven true."

For Advertising rates, etc., address

CHAS. M. SHORTRIDGE,

EDITOR AND MANAGER,

San Jose, California.

Special Agent, C. E. GOODRICH, 34 Park Row, New York.

Representative, D. M. FOLTZ

AUGUST

The month when the camps, summer cottages and hotels are overcrowded. Soon they will be homeward bound. Have you made arrangements to have them read your ad before their arrival home? If not, place it in the

National Sportsman

It goes direct to camps, summer cottages and hotels. Write for rates.

NEW ENGLAND SPORTSMAN PUBLISHING CO.,

15 EXCHANGE STREET, BOSTON, MASS.

LATEST INFORMATION

Concerning Newspaper Circulations.

Invaluable for advertisers. AMERICAN NEWSPAPER DIRECTORY. Published June 1, 1900. 32d year; 2d quarterly issue; 1,434 pages. Price five dollars. Delivered carriage paid, on receipt of price. GEO. P. ROWELL & CO., publishers, No. 10 Spruce Street, New York.

GARDEN AND FARM

CHICAGO.

Average Circulation, 68,750

Per issue for 16 months, ending May, 1900.

Any advertiser or agency wishing the original of the following affidavit of detailed circulation will be gladly furnished same upon application to any of our offices or leading advertising agencies.

More than this, **GARDEN AND FARM** stands ready to furnish proof of its circulation every issue.

I, B. F. BROOKS, circulation manager of **GARDEN AND FARM**, a monthly agricultural, horticultural, floricultural and home publication, now published at Chicago, Ill., and Springfield, Ohio (formerly of Reed City, Mich.), being duly sworn, do hereby certify on oath that there were printed and mailed each month, for the period from January, 1899, to April, 1900, inclusive, an average of 68,750 copies each issue.

B. F. BROOKS.
Sworn to and subscribed before me, a Notary Public in and for Clark County, Ohio, this second day of May, 1900.

FRANK W. GEIGER, Notary Public.

[SEAL.]

All contracts are based on **60,000 copies** as a minimum per issue. **60,000** of the best homes in the suburban districts, smaller towns and rural communities are reached every issue.

GARDEN AND FARM is a paper with Push that Pulls.

GARDEN AND FARM is a favorite with the women.

Your Mail Order and Agricultural Lists for 1900 will not be complete without **GARDEN AND FARM**.

Samples, rates and additional information gladly furnished.

THE AMERICAN FARMER CO., Publishers,

1118-1114 Manhattan Building, Chicago.

NEW YORK CITY OFFICE: 150 Nassau Street.

PUBLICATION OFFICE: Springfield, Ohio.

GET THE COIN.

(JOHNNY-ON-THE-SPOT.)

"Where have you been buying your inks?"

"Oh, everywhere?"

"Do you give an order to any gabby salesman that comes along?"

"Do you feel under obligations to the persistent hang-to-it drummer who gave your pressman a 29-cent knife a year ago last fall?"

"Are you attached to the fellow who walks familiarly into your pressroom and gives you and your pressman wagon loads of advice free?"

These are some of the questions which appear in "Ink Thinks," and are identically the same as used in my advertisements six years ago. I had a perfect right to ask such questions, as I never employed an agent, but it seems as if this house is trying to make printers believe they do business on my system. They employ more salesmen than any other concern in the trade, and I know where they had so many men covering New York City they were actually falling over one another, and continually clashing as to which one was the owner of an order which perchance came through the mails. These men must be paid for their labor, and you can bet the ink house does not give them one penny more than they earn.

Of course there are times when a salesman is forced to take orders at my prices, but the house pays him no commission on the sale, or else they deduct his salary and expenses pro rata from the quality of the inks.

My method of getting the coin, Johnny-on-the-spot (as they term it), seems to be ridiculed by this concern, but you will never see my name among a list of creditors when a failure occurs, and this is more than can be said of any other ink house in the world. In six years I have lost less than \$50 by bogus checks, while I have seen my friend who wrote "Ink Thinks" stuck for nearly \$4,000 in one failure, and printing failures occur quite often. These losses must be borne by some one, and that some one is the hard struggling printer who pays "Ink Thinks" three or four times my prices, because he is granted thirty or sixty days' time in which to pay the bill.

My record of having filled nearly 70,000 orders for 8,000 different concerns, situated in all parts of the world, speaks for itself, and I am seventeen years younger than my friends who talk so harsh about me.

Send for a copy of my price list.

ADDRESS

PRINTERS INK JONSON,

13 Spruce St.,

New York.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

There is a certain class of would-be advertisers who start off with the question of how big an ad should be.

I am always reminded of Lincoln's reply to the man who asked how long a man's legs should be. That is, that they should be long enough to reach the ground.

An ad should be big enough to advertise the business.

It is safe to say that the smallest ad in any publication is seen at least by one reader.

Suppose a magazine has a circulation of nine hundred thousand, and suppose that an ad occupies a space of an inch. Out of that nine hundred thousand a certain percentage will be sure to see this ad. If, however, you double the size of the ad, you are pretty apt to more than double the number of readers who will see it. That is, more than twice as many people will see a two-inch ad as will see a one-inch ad. The number of readers who will see a given ad increases geometrically.

In this way a ten-inch space is a good deal more than ten times as effective as a one-inch space.

If one hundred readers out of the circulation of a magazine will see a one-inch ad, four or five thousand may see a ten-inch ad.

You can go on increasing the size up to the point where it is safe to say that every single reader of the publication in question will see the ad.

Such, for instance, would be the case of the *Ladies' Home Journal*. It is a pretty safe bet that no one of the readers of the *Ladies' Home Journal* can overlook a full-page ad on the back cover.

The answer then to the question of how big an ad should be is that it should be just as big as you

can afford to make it up to that point where you are sure that it will reach every reader of the publication.

It is always better to use large spaces in a few magazines than small spaces in a great many.

I would rather have a one-page ad in one good magazine than a one-inch ad in sixteen equally good magazines. I would rather have the attention of every reader of one publication of five thousand circulation than to get only one or two thousand readers out of the circulation of sixteen other magazines.

This is what it will amount to.

It is the reason why a big space is always preferable to a small space.

* * *

There is such a thing as a man with a purse full of money trying to buy space below its cost, trying to buy services at starvation prices, trying to promote unjust competition, and that man usually, after he has by his work driven the agent or agency, be it special or general, personal or otherwise, to the wall, is surprised if the agent tries to make money in some way that is not clearly upheld by strict business principles just as he would do if he were in the place of the advertising agent. Gentlemen, it is only a new form of the old saying of "the pot calling the kettle black."—*Artemus Ward*.

Thus do we get back to first principles.

Mr. Ward evidently agrees with David Harum: "Do unto others as they would do to you and do it first."

Why in the name of common sense shouldn't "a man with a purse full of money" try to buy just as low as he can?

He is entitled to all his money will buy in the best market. There isn't a business man on the face of the earth who doesn't buy as cheaply as he can.

Brother Ward has the reputation of buying advertising space with at least one of his sharp eyes on the price. He doesn't pay out any

more than he has to of Enoch Morgan's Sons' money for any given thing.

Business isn't philanthropy, and Mr. Ward doesn't think so except for spectacular purposes.

When buyer and seller meet, their interests are at variance.

One seeks to sell for as much as he can get—the other to buy for as little as possible, and both desires are perfectly legitimate.

Mr. Ward says that the buyer's desire to buy closely justifies dishonesty on the part of the seller, which to say the least is a remarkable position for such a truly moral man.

* * *

A careful perusal of the *Philistine* and other East Aurora effusions leads me to conclude that most of the wisdom and all of the goodness in the world are centered in the midst of the interesting man in the flannel shirt, who writes so posefully about the "work of the Roycrofters" while a German musician plays the piano in an adjoining room.

It is said that Fra Elbertus cannot Hubbardize successfully without this accompaniment, and an anxious world shudders to think what would happen if the musician were to die.

Or suppose he should play Mendelssohn while Brother Hubbard was writing his customary ragtime?

The impact of such a collision would probably send the Roycroft shop straight up in the air.

Speaking as one of his most ardent admirers I respectfully and with reverence recommend to Elbertus the serious consideration of the advantages of the Pianola. It may not agitate the piano quite so mellifluously as the German gentleman at present employed, but as an aid to the production of a good grade of XXX machine-made literature it surely possesses many marked advantages which must appeal to the practical mind.

* * *

The advertiser's problem is to get his story before a sufficient number of people with sufficient regularity and persistency to create

belief in their minds and to induce them to become customers. How often it is necessary to present the story in order to produce this result depends on the kind and quality of the article offered for sale, the ease with which it may be purchased, and the way in which the facts about it are presented.

The question then is how often and how persistently must your story be presented to the people of any given section to produce really profitable results.

If you are willing to have the results come somewhat slowly, greater economy can be practiced in securing them. Unusual speed always involves expenditure. It costs more to run a train from New York to Boston in five hours than it would to run the same train the same distance in fifteen hours. The speed costs more all along the line. The road bed must be better, in the first place; the rails must be heavier; the train must be lighter and the engine more powerful; a larger amount of coal must be consumed and a higher pressure of steam maintained. This means more expensive construction. It means a higher grade of engineer, better fireman, better conductor. It means more care and therefore higher salaries and greater expense, from the president of the road down to the man who tends the switch.

* * *

As a rule the large general advertiser should look for a plan to advertise his business, not for a few months or a year but for a continuous series of years.

He should use this advertising as a tonic, not as a stimulant—and not look for large, quick results so much as for a steady and continuous increase in business.

As there are only a few people in the United States whom it would not pay to reach with advertising, it would seem that a wise thing to do is to adopt that plan which will reach the largest number of people at the smallest possible cost.

The quality of the people doesn't make very much difference. Most products are consumed by the poor as well as by the rich, but the

field for advertising must be among the moderately well-to-do. The very rich are not influenced by advertising. The trade of the very poor or the very ignorant doesn't amount to very much. So the field lies between the very poor and the very rich.

We can safely say (leaving out the very rich) that any reader of any newspaper or magazine is a possible customer. So the problem is to buy at the lowest possible cost the largest amount of circulation. In this circulation there is required a certain amount of repetition and reiteration. To some extent, this is secured by duplication of circulation, but such a thing may be carried too far. The more circulation is duplicated, the less you know what you are really getting for your money.

If you start, for instance, with a single publication like the *Washington Post*, you know that with an adequate space your story is being carried to approximately thirty thousand homes.

If you insert your announcement weekly in such a publication you reach these homes fifty-two times during the year. If tri-weekly, you increase the number to one hundred and fifty-six. If daily, to three hundred and sixty-five.

If you add the *Washington Star*, you reach some homes in the Washington territory that are not reached by the *Post*, and you largely duplicate the *Post's* circulation, so that if you were in both the *Star* and the *Post* daily you would probably reach sixty or seventy per cent of the people seven hundred and thirty times.

If, at the same time, you are advertising in the leading monthly magazines, you are still further increasing the number of times that your announcement is presented to a part of the people of Washington, but the more you duplicate your circulation the less are you able to determine the exact number of separate homes you are reaching.

* * *

Notwithstanding its syntactical slips this advertisement of a

Brooklyn butcher comes as near hitting the mark as it is possible to come with mere words:

On the sunny side of Sumner Avenue, in the morning, is my meat market. The number, to be more exact, is 330, which is next to the corner of Madison street. I but recently acquired this shop and I intend to conduct it in such a manner that you cannot afford to neglect it if you are fastidious in your liking for meat and poultry. I am going to do what many an aspiring meat owner has done before, namely, make fair promises. But I am also going to do what few do do, that is, keep them or quit the business.

The first promise is to never sell meat which, as to quality, is not first class, fresh, clean and tender. And, as incidental to this, I promise to regard as an enemy of mine whosoever receives in my shop any other kind and yet does not make complaint of it to me.

Next, I promise to keep my store fresh and tidy. I know no reason why a butcher store should be untidy and ill smelling. I purpose to keep mine attractive and help make marketing here as pleasant for women as in a dry goods or department store.

Then I intend that no customer shall have reason to complain that I do not try to satisfy his wants. No one, if I can help it, will receive one grade of goods when calling in person but another grade when a messenger is sent. You may send your order in a basket by your house dog and I will (if I understand your needs) give him what you yourself would choose. And when I do not (if perchance that should happen) I want you to feel that you will gain more by coming with your complaint to me than by quitting my shop without an explanation and patronizing some one else.

You can rely surely upon being treated with courtesy, be you whoever you may. I will not have a hasty temper shown in my shop while I am in the business.

And if what I here promise has any attraction for you, you and I can do business to our mutual profit.

When may I expect to see you?

Jacock's Market, 330 Sumner Avenue, is on the sunny side in the morning.

This was printed in green ink on brown paper evidently for house to house distribution.

There is a ring of earnestness and sincerity about it which is captivating.

This man had something to say and he said it. He began at the beginning, stopped when he got through, and left nothing unsaid.

The woman who gets one of these circulars and fails to give this butcher a chance to prove that he is telling the truth must be beyond the reach of good advertising.

I would recommend a careful

study of this advertisement to the young men who write me for pointers. It will do them a lot of good to try to figure out just why this butcher's announcement is most excellent, and to store up the lesson for future use.

One young man from Reading some time ago sent me some samples of his work with the information that he had served his term at the case and was anxious to become a good adwriter.

He suggested that I should give a little more space of this department to show "the way up the hill" for young men.

I suggest to him that here is an excellent object lesson in the art of writing good advertisements.

The young man who is to succeed in advertising must possess that same faculty which makes a successful reporter—a nose for news and the ability to get hold of facts.

It saddens the cub reporter mightily when he learns that his ability to do things with words counts for little and that the man who gets the most and best assignments and fills up the most space is the patient, industrious, clear-headed chap with an insatiable thirst for facts and names and circumstances.

It is the same way with the making of advertising matter.

Get hold of facts, and if they are interesting facts your work is a good deal more than half done.

There are thousands and thousands of young men who can write very well indeed and consequently think they have an excellent chance of succeeding in the writing of business literature.

Not one out of a thousand, though, can ever amount to anything for the reason that they lack the ability to get down into the heart of the proposition and dig out and present properly the vital facts which make good advertising.

I do not wish to discourage any young man who recognizes the future possibilities of the advertising business and wants to make himself useful in the field.

I do want him to understand, however, that the mere ability to

write well or even to write interestingly and entertainingly is but one out of many things the successful advertisement writer must possess.

It is a question of training as well as natural aptitude and the proper place to get this training is at any place where you happen to be.

The young man in Reading who wants to know how to get up the hill will find the hill right in front of him and he will best learn how to get up by trying it right at home.

He will find poor advertising enough in Reading to start a national bank if poor advertising were legal tender.

If he knows poor advertising when he sees it and thinks he knows how to make it better, let him go right ahead and improve it.

If he can improve it in a manner which will bring more business to the advertisers he works for, he will soon find that he is getting started up the hill in good shape and he will be learning valuable things connected with the business every day.

If he can make any money out of it at the same time that will be well enough, but that is a detail of minor consequence.

There is one error, however, that almost every young man who tries to get a start in advertising makes; that is, to sit down and evolve an ad for a business out of his own imagination and then go around and try to get the business man to use it.

This is getting the cart before the horse with a vengeance.

The place to get an ad is in the store and not from under your own hat.

If you want to get Mr. Jones, the tailor, interested in advertising go into the store and talk with Mr. Jones a few minutes and you will have some material to work on.

And if you want to get the best sort of material served up piping hot and full of ginger, just give Mr. Jones to understand that you have heard it reported that he is a mighty poor tailor, doesn't understand his business, charges ex-

tortionate prices and hasn't any business being in business at all.

That will make him hot under the collar and he will give you more good advertising material in five minutes than you could get otherwise in a week. And the best of it is that he will never know he gave it to you: you can write it up in just about his own language and he will think you are the cleverest young man he ever came across.

* * *

If you have an interesting story to tell, and the goods and organization to back it up, you are in an ideal position to take advantage of the really marvelous power of advertising. It is simply a question of getting your story attractively and convincingly before the greatest number of people at the least possible cost.

And that is absolutely all there is of it.

There is no mystery about it.

* * *

H. Cass & Son, dry goods merchants of Toronto, send a circular for criticism.

They say they issue three thousand circulars every week and that as their store is in the western part of the city they cannot afford to use newspapers, as they would be paying three parts of the money for circulation which would do them no good.

This is a familiar statement and one which can be covered by no general rule. Local conditions are the prime factors in a problem of this kind.

In deciding whether or not to use newspapers the question is not whether you are paying for circulation that does you no good, but whether the circulation that does come within your range is worth what you have to pay for your space.

It makes no difference if the paper goes to a million people who are out of your reach. That is something that doesn't concern you at all and doesn't enter into the problem at all.

If the people who might become your customers read the paper that is all that concerns you, pro-

vided, of course, the results justify the expenditure.

If the city is very large and the newspaper rates high, of course the merchant in the far corner of the town is likely to find that he can by no means afford to do newspaper advertising.

At the same time there are scores of instances in which the merchant very unwisely stays out of the newspaper for the reason that some proportion of its readers are out of his reach.

If there are 50,000 people in a city and only 5,000 of them can reasonably be expected to come to a store in a certain location the problem of that store is to find out whether it will be profitable to pay the newspaper rate to lay its story before the people in its vicinity.

If it will pay the store ought, by all means, to do it, and the fact that the paper goes to a great many thousand people who are not likely to become customers has little, if anything, to do with the case.

The merchant whose location makes newspaper advertising impossible must have recourse to circulars such as Cass & Son use, which if handled properly, will always be found to pay.

They will pay better, by the way, if printed on a little better paper than the one now in question.

The merchant so situated should have a list covering everybody in his bailiwick whose trade is worth having and this list should be covered regularly and systematically by printed matter, varied in form and style, calling attention to the reasons why he deserves public patronage, and giving facts, details and prices.

This work should not be done haphazard nor once in a while when you happen to have the time and feel like it.

It should be done on certain day of the week or month just as regularly as that day comes around.

Even if it is not an expensive matter it should be clean, neat, well printed on good paper and attractive enough to demand consideration.

You Can Reach

all classes by Kissam's car cards. No matter what you have to sell, the class of people you wish to reach will be sure to see it in the

Brooklyn "L" Cars

This line is liberally patronized, and in summer the crowds going to the seashore and other resorts make space in these cars very desirable. For less than \$4 per day you can get a space 16x24 inches in each of the 298 cars. You can count on your card being seen by an average of 135,000 daily passengers. Think of that for an advertising proposition. Write or call on

Geo. Kissam & Company,

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